

CLAIMS

What is claimed is:

1 1. A system for creating a web-based survey comprising:  
2       a host machine having a survey creation engine and a  
3 web server; and  
4       a client machine connected through a communications  
5 network to a host machine.

1 2. The system as in claim 1 further comprising:  
2       a database accessible by the survey creation engine and  
3 by the web server.

1 3. The system as in claim 2 wherein  
2       the database comprises a plurality of web content  
3 objects.

1 4. The system as in claim 3 wherein  
2       the survey creation engine is operable to compile a  
3 plurality of web content objects to create the web-based  
4 survey.

1   5.   The system as in claim 4 wherein the web server is  
2   operable to serve the web-based survey to the client  
3   machine.

1   6.   The system as in claim 3 wherein  
2   the web content objects are editable.

1   7.   The system as in claim 3 wherein  
2   the web content objects comprise a template.

1   8.   The system as in claim 3 wherein  
2   the web content objects comprise design objects.

1   9.   The system as in claim 3 wherein  
2   the web content objects comprise question objects.

1   10.   The system as in claim 1 wherein the web server is  
2   operable to serve responses to the web-based survey.

1   11.   The system as in claim 1 wherein the web server is  
2   operable to receive web-based survey responses.

1   12.   The system as in claim 1 wherein the web server is  
2   operable to analyze responses to the web-based survey.

1   13. The system as in claim 1 wherein the web server is  
2   operable to serve analyzed responses to the web-based  
3   survey.

1   14. The system as in claim 2 wherein  
2   the database comprises a locker.

1   15. The system as in claim 1 wherein  
2   the host machine comprises an e-mail list management  
3   facility.

1   16. The system as in claim 1 wherein  
2   the host machine comprises a panel list management  
3   facility.

1   17. A method for creating a web-based survey comprising:  
2    providing a host machine having a survey creation  
3   engine and a web server; and  
4    providing a client machine connected through a  
5   communications network to the host machine.

1   18. The method as in claim 17 further comprising:  
2    providing a database accessible by the survey creation  
3   engine and the web server.

1 19. The system as in claim 18 wherein  
2 the database comprises a plurality of web content  
3 objects.

1 20. The method as in claim 19 wherein  
2 the survey creation engine is operable to compile a  
3 plurality of web content objects to create the web-based  
4 survey.

1 21. The method as in claim 20 wherein the web server is  
2 operable to serve the web-based survey to the client  
3 machine.

1 22. The method as in claim 18 wherein  
2 the web content objects are editable.

1 23. The method as in claim 18 wherein  
2 the web content objects comprise a template.

1 24. The method as in claim 18 wherein  
2 the web content objects comprise design objects.

1 25. The method as in claim 18 wherein  
2 the web content objects comprise question objects.

1 26. The method as in claim 18 wherein  
2 the database comprises a locker.

1 27. The method as in claim 17 wherein the web server is  
2 operable to receive responses to the web-based survey.

1 28. The method as in claim 17 wherein the web server is  
2 operable to analyze responses to the web-based survey.

1 29. The method as in claim 17 wherein the web server is  
2 operable to serve analyzed responses to the web-based  
3 survey.

1 30. The method as in claim 17 wherein the web server is  
2 operable to serve web-based survey responses.

1 31. The method as in claim 17 wherein  
2 the host machine comprises an e-mail list management  
3 facility.

1 32. The method as in claim 17 wherein  
2 the host machine comprises a panel list management  
3 facility.